

ary address has only three characters) is cheaper to advertise, and more easily remembered by potential purchasers, than a longer address, such as [www.xyz.com/NissanSentraCarOfJamesInDallas](http://www.xyz.com/NissanSentraCarOfJamesInDallas) (whose secondary address has 30 characters). Of course, the secondary address need not consist of alpha characters. For example, the consumer may choose her phone number as the secondary address, which serves the double purpose of providing a unique, simple web address and a reference to the consumer's phone number (or the company's computer may choose the consumer's phone number and offer this to the consumer for acceptance or rejection in the template shown in **FIG. 6**).

[0037] Next, the template in **FIG. 6** may prompt the consumer to identify ways in which the ad may be searched (e.g., via the search engine interface **16**) by potential purchasers, such as by email, phone number, etc.

[0038] In a preferred embodiment, the company's website should encourage the consumer to advertise the consumer's unique web address in other media, preferably non-electronic media, such as newspaper classified ads, magazine ads, flyers, word of mouth, emails, etc. Shown in the web page of **FIG. 6** is an advertising means template **70** in which the consumer may choose from several means to advertise either the product for sale, the electronic ad for the product (as created by the present method), or both. For example, the advertising means template **70** may include a button or selection to allow the consumer to automatically create a printable flyer based on the product information entered. In such an embodiment, the company's computer may automatically format the entered product information into the form of an attractive, easily readable flyer that the consumer may subsequently download, print, and post in conspicuous places (such as the consumer's work, school, church, or the like). The created flyer may include only a single picture of the product for sale and a brief description of the product, or may contain more than one picture. The option may be a "one-click" option in which the flyer is created and printed with a single click of the mouse.

[0039] The advertising means template **70** may include a button or selection to allow the consumer to automatically send a link (to the consumer's unique web page) to web-based search engines, such as Google or Excite, as understood by those skilled in the art.

[0040] The advertising means template **70** may include a button or selection to allow the consumer to automatically send a link to the consumer's unique web page to friends, family, or coworkers via email. For example, after selecting this option, the consumer may be prompted to enter a brief message and the email addresses of her friends, family, and/or coworkers. The company's computer may then generate a simple email message, including the client's unique web address (e.g., [dallas.xyz.com/JamesNissan](http://dallas.xyz.com/JamesNissan)) and/or a link to the consumer's unique web page, and may automatically email this message to those email addresses entered by the consumer.

[0041] The advertising means template **70** may include a button or selection to allow the consumer to automatically submit a classified advertisement to a local newspaper. For example, if the consumer selects this option, the company's computer may search a database (within the company's computer) of newspapers that may be local to the consumer. For the example previously given (James of Dallas), the

company's computer may determine one or more newspapers that are located in Dallas. (If there is more than one newspaper in the consumer's locale, the advertising means template **70** may include a list of newspapers that the consumer may choose from. If such a newspaper allows electronic submissions to the classified ad department, the company's computer may then automatically generate a classified ad that includes the consumer's unique web address, and may electronically submit it to the newspaper. For example, the computer may generate an ad stating "2001 Nissan Sentra. View [dallas.xyz.com/JamesNissan](http://dallas.xyz.com/JamesNissan) for details," and may submit this ad to the "Nissan automobiles" section of the newspaper's classified ads. If the newspaper does not allow electronic submissions, the company's computer may automatically generate a paper classified ad request form which may be sent to the newspaper classified department by an employee of the company.

[0042] Further, the advertising means template **70** may include a button or selection to allow the consumer to automatically generate a paper advertisement request form for submission to a newspaper, magazine, or other media. For example, if the consumer selects this option, the company's computer may prompt the consumer to enter a magazine title. Then, based on a database stored in the company's server, the company's computer may extract an advertisement submission address of the magazine, generate an ad (such as the one mentioned above), and create an advertisement request form including the submission address. The consumer may then print this request out and send it to the submission address, with appropriate fee.

[0043] After the information in the template shown in **FIG. 6** is entered, the consumer may click a submit button **72**, in which event the information entered is uploaded to the client's server for processing. At this point, the electronic ad may be generated in the form of a consumer's unique web page, and the consumer's selected unique web address may be assigned to this unique web page, so that the consumer's unique web page may be accessed and viewed by typing the consumer's unique web address into the address field of a web browser.

[0044] The company may, of course, charge a fee for any and all of the above mentioned packages and/or options. For example, the company may pass the cost of placing the newspaper classified ad to the consumer, possibly with an additional processing fee. The template as shown in **FIGS. 2-6** may also include a template with data entry fields into which the consumer may enter payment information, such as credit card information and billing address. One or more of the packages may be offered for free, in order to encourage consumers to use the company's package products and to build a customer base.

[0045] **FIG. 7** shows a web page showing the consumer's unique web address in field **74**. The page may also include a comparison **76, 78** which compares the total price **76** of the package with a savings **78** of submitting a comparable ad as a classified ad in a local newspaper. In other words, because information storage space (via the company's web server or hard drive) is so inexpensive compared to advertising rates, it is very advantageous to reduce the total length of a classified or other advertisement, and to place this removed information onto a web server. Thus, as in the preceding example, if James' description of his Nissan car includes 50